

MEMO

TO: Community, Economic and Human Development Committee (CEHD)

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SUBJECT: Compass Media Roll Out

DATE: August 5, 2004

Phase 2 of the Compass program drew to a close on June 29, 2004 as SCAG held a "media roll out" to promote the Regional Council adoption of the Compass Growth Vision and Implementation Strategy.

The "roll out" consisted of two events: the first in Riverside at the Western Riverside Council of Governments conference room, the second in Los Angeles at the Downtown Central Library. Each event included a speaker's panel who welcomed the media, presented elements of the Compass Vision, discussed regional implications and next steps, and answered media questions. Panelists included Hon. Ron Roberts, Hon. Toni Young, Hon. Bev Perry, Hon. Susan Longville, Don Brackenbush, ULI, John Fregonese, FCA, Laurent Perrin, Institut d'aménagement et d'urbanisme de la Région Ile-de-France, and Mark Pisano.

The events produced substantial print and electronic coverage throughout the SCAG region and the State. To date, 45 stories via 33 media outlets have been tracked. In addition to the outlets that covered the 6/29 press activities directly, other coverage resulted from a combination of the press release and/or the Associated Press story being picked up. All in all, the coverage was very comprehensive, including virtually every major daily newspaper in the region, a number of the major radio and TV outlets, and a series of prominent outlets outside the region.

Initial analysis revealed the vast majority of the articles were positive to neutral, while several raised concerns such as SCAG's ability to implement such a "Visionary" plan.

A packet containing each of the media clips will be made available at the Committee meeting.

The following outlets picked up the story:

Electronic Media Coverage Hits

KTLA - TV - web site
KCAL - TV
KCBS - TV
KPIX - TV (San Francisco) - web site
KFWB - AM
KPPC - AM

Print Media Coverage Hits (Regional)

Desert Dispatch
Inland Valley Daily Bulletin (article and editorial)
LA Daily News (article and editorial)
Long Beach Press Telegram
Los Angeles Times (2 articles by Caitlin Liu; column by Steve Lopez)
North County Times (article and editorial)
Pasadena Star News (article and editorial)
Redlands Daily Facts
Riverside Press Enterprise (2 articles)
San Bernardino Sun (article and editorial)
San Gabriel Valley Tribune (article and editorial)
South Bay Daily Breeze
Orange County Register (article and editorial)
Temecula Californian (article and editorial)
Ventura County Star
Victor Valley Daily Press
Whittier Daily News (article and editorial)

Print Media Coverage Hits (Outside Region)

Fresno Bee
Merced Sun Star
Monterey County Herald
Real Life Healthcare
Realtor Magazine
Sacramento Bee
San Diego Union Tribune
San Jose Mercury News
San Luis Obispo Tribune
Sarasota Herald-Tribune